LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 744 (IDEA)—Req. No. 63001—1 page—(7 x 10 inches)—4 colors—National Magazines, 1978 (B)
Printed in U.S.A.

# New National Smoker Study:

# Merit Idea Winning High Tar Smokers.

## 'Enriched Flavor' technology confirmed by toughest taste critics in latest research.

Read what high tar smokers thought about the taste of low tar MERIT, in a detailed, nationwide research effort.

***Confirmed:*** Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

***Confirmed:*** Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

As to current MERIT smokers:

***Confirmed:*** 85% of MERIT smokers say it was an "easy switch" from high tar brands.

***Confirmed:*** Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

***Confirmed:*** 9 out of 10 MERIT smokers not considering other brands.

This ability to satisfy former high tar smokers could be the most important evidence *to date that MERIT is the first* real taste alternative for high tar smokers.

Kings: 8 mg "tar," 0.6 mg nicotine—
*100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78*

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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# MERIT
Kings & 100's

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